

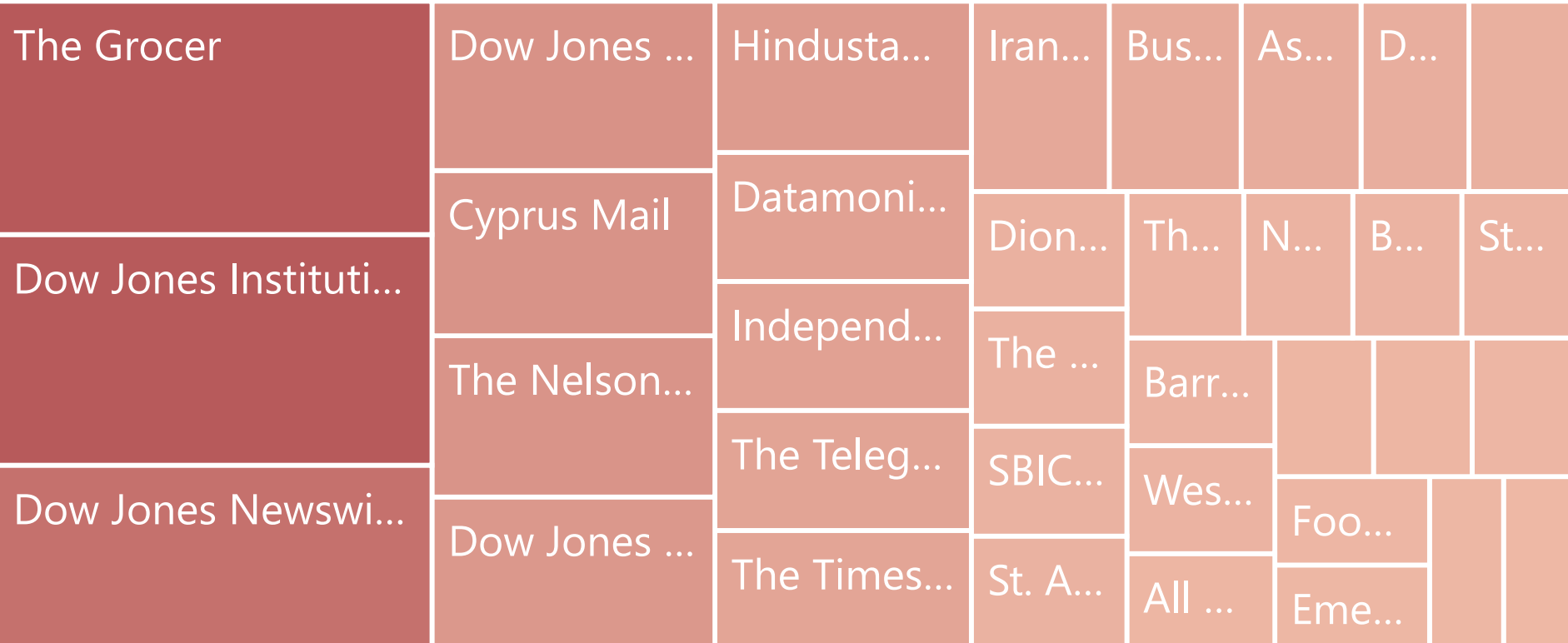
# Unilever Sentimental Analysis: Source Analysis

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\* **Dataset:** The dataset is consist of the informations of the articles (categories, country, datetime, etc.) in which Unilever is mentionned, and the **sentiment score** given to each article.

\* **Article Source Perspective:** I chose the article source perspective to create my dashboard, since I would like to show the sentiment of each source to Unilever. Using this method, we can analyze how the brand sentiment would be perceived by the reader of each sources. This aspect of the analysis will indeed answer the problematique: "where the reputational risk is?", and will also dive deep into "**who are the customer influence by the reputational crisis?**".

## Sentiment Sum by Source Name



## Choose the source name to see Title & Snippet:

Associated Press Newswires	
title	snippet
Nestl© Profit Falls on Strong Swiss Franc -- 2nd Update	zurichnestl© sas confident outlook and progress us and china boosted the swiss food giant on thurs drop in net profit amid a food safety scandal and a markets the v
Nestl£ Profit Falls on Strong Swiss Franc -- 2nd Update	zurichnestl£ sas confident outlook and progress t us and china boosted the swiss food giant on thurs drop in net profit amid a food safety scandal and a market
Barry Callebaut Signs Long-	zurich dow jonesswiss industrial chocolate produce

2001 2019

-0.13

Overall Sentiment Average

34K

N° of Articles

22

N° of Sources

## Historical Sentiment Sum



## Let start with the graphs!

### \*Historical sentiment line chart:

This chart shows the historical sentiment in order to take a glimpse of the lowest values and to see "**when**" Unilever's reputational crisis is most present.

### \*Waterfall Chart:

Then we can look at the waterfall chart to understand the overall evolvement of sentiment. After this we can adjust the filter bar "Year" to look closer to **the year range where the sentiment is very negative**.

### \*Sentiment by Source Name / Title & Snippet:

These two charts shows the sentiment score of each source given the year range. It allows us to look closer the article sources has more negative sentiment towards Unilever. Lastly, we can use the Title & Snippet chart to analyze the content of the article.

## Waterfall Chart: Sentiment Sum

